

# Michigan Sportsmen Against Hunger Business Plan

## Introduction

Michigan Sportsmen Against Hunger (MSAH) is a 100% all- volunteer, 501 © 3 tax exempt nonprofit organization dedicated to developing the resources and infrastructure necessary to channel nutritious high protein wild game meat donations to Food Banks, soup kitchens, and homeless shelters that feed the hungry throughout Michigan.

## Organizational Summary

Since 1990, the Michigan Sportsmen Against Hunger (MSAH) has been working to facilitate the linkages between donors, wild game processors, and the charities that feed hungry individuals. MSAH is an organization with no paid staff persons and is operated solely by sportsmen and sportswomen concerned about making a positive difference in the community and the State. Together, they have assembled a network of processors and charities to help channel wild game meat donations into the hands of those in need.

MSAH was founded by: Safari Club International, Michigan United Conservation Clubs, Ted Nugent United Sportsmen of America, Michigan Bow Hunters Association, the United Methodist Men's Club, Food Bank Council of Michigan, and the Michigan Department of Natural Resources. Other participating organizations are: Whitetails Unlimited, Michigan Trappers and Furbearers, and the Michigan Department of Agriculture. Many other sporting organizations and individuals share in the concern for feeding the hungry of Michigan through their support of our mission.

The program has grown to currently generating approximately 50,000 lbs or 200,000 servings annually.

## Services

Our core process areas are:

- Soliciting wild game meat donations from sportsmen and sportswomen.
- Building and managing a network of meat processors around the State.
- Facilitating in the distribution of processed meat to charitable organizations that feed the hungry.

Other activities and events include:

- Communications by newsletter, website and fact sheet to members and sponsors as to MSAH's mission, accomplishments, financial status and goals.
- Raffles to acquire additional funding if needed.
- Fishing and Hunting shows to promote our mission.

Future services will include:

- Expanding to canned goods and purchasing food.
- Using all funds strategically to benefit the hungry of Michigan.

## **Market Analysis Summary**

### Social Need – Hunger A Growing National Issue:

Virtually every national homeless, poverty, and hunger statistic in America is currently increasing, some by over 10% per year. We now have over 34 million Americans living below the poverty level with more than 23 million seeking emergency hunger relief services. This represents almost 12% of Americans.

Hunger knows no boundaries. It affects all ages, races, nationalities, and social classes.

Who is in need?

- 1 in 8 children under the age of 12 in the United States goes to bed hungry every night.
- Over 13 million American children reside in food insecure households.
- 39% of families receiving emergency hunger relief have one or more adults currently employed.
- 63% of emergency food recipients have a high school education or higher.
- The poverty rate for suburban residents has steadily increased to over 13 million.

In Michigan:

- In 2001, 775,000 people in Michigan were in need of food.
- In 2002, Food Banks in Michigan provided 75,000,000 meals.
- Over 2700 agencies in Michigan whose budgets have been cut will benefit from our program.

Repeated episodes of inadequate food energy intake leads to cumulative, long-term learning deficits, lower academic achievement, higher rates of school failure, and even mental impairment. The single most challenging item for emergency hunger relief organizations to obtain is meat source protein. The average donated deer provides 200 meals, usually replacing peanut butter as the family's only potential protein source.

### Science Need:

The growing need for healthy, cost effective protein sources comes at a time when the deer populations in many States has grown to exceed desired biological carrying capacity. America's deer population has increased by 70% in the past 10 years to more than 34 million. Management of these excess populations through traditional regulated harvest has become problematic in many areas due to a gradual but continued trend of less hunters combined with a historic hunter ethic of only harvesting enough meat for their family's needs. Many hunting licenses are purchased with a trend toward the license going unfilled.

### Program Constraints:

Recent research conducted by National Wildlife Federation found that the top program constraint in states such as Michigan is base funding. The Michigan program has continually struggled to meet basic operating costs associated with current volume. State volunteer organizations such as MSAH are left with little time and financial resources. Current funding levels are insufficient to expand the program to feed more families.

### Program Opportunities:

States that have broken through these resource constraints have produced quantum leaps in feeding families. Leading examples include Wisconsin with 400,000 lbs. in 2004 and Virginia with 308,000 lbs. in 2003. These states attribute their initial growth momentum to the voluntary donations by sportsmen when buying licenses. Other states that have also passed legislation authorizing the license donation program include: Maryland, Kansas, and New York. These states are all showing dramatic increases in feeding families in need.

Michigan is one of the leading States for license sales with more than 2 million hunters and fishing licenses sold last year as well as the highest annual deer harvest in the nation. MSAH is currently the program feeding the hungry with the ability to grow Michigan into the leading program in the country for feeding the hungry.

MSAH is currently providing an average of 50,000 lbs. of wild game meat annually. Similar programs in other states annually generate more than 300,000 lbs. with deer harvests that are a fraction of Michigan's.

## **Strategy and Implementation Summary**

### **Vision:**

To partner with sportsmen, sportswomen and processors in the stewardship of Michigan's surplus wildlife for the purpose of helping to maintain deer populations at a level which will help to ensure that our whitetail population remains strong and healthy. To work with farmers and landowners in reducing overpopulation situations, which give rise to property damage as well as sickness and disease to the local deer population. By assisting, in helping Michigan, to maintain proper population levels; that is, car/deer accidents, etc. Michigan Sportsmen Against Hunger's focus as a result of these efforts is to become the leading volume program in the nation of donated wild game and non-perishable domestic food for the purpose of feeding the hungry. Expanding the additional purchases of licenses will provide additional resources for the DNR and Michigan's economy.

### **Goal:**

Produce 500,000 pounds of processed meat as well as purchased food products for the hungry of Michigan by 2010.

### Strategy:

Program growth through: capacity building and adoption of best practices, from successful state programs around the country.

#### 1. Capacity Building:

Having voluntary donations at the point of purchase when hunters and fishermen buy their licenses. This provides more than 1.5 million opportunities annually to ask license buyers for a \$1.00 or \$2.00 donation. This would provide funding to pay processors to process wild game and domestic livestock that can be distributed to Food Banks. After processing projects are completed, any remaining funds will be utilized for hunger feeding programs. Legislative action will be required through passage of HB312.

Corporate sponsorships will also be sought.

#### 2. Adoption of Best Practices:

National Wildlife Federation (NWF) research has produced a number of successful hunger feeding programs from similar programs around the country. These programs will be evaluated and deployed as needed to continually improve the quality and volume of the program.

### Marketing Strategy

### **Financial Plan**

#### **Funding Forecast:**

<b>Revenue</b>	<b>FY 2004</b>	<b>FY 2005*</b>	<b>FY 2006</b>	<b>FY 2007</b>	<b>FY 2008</b>
<b>Donations</b>	<b>28,000</b>	<b>40,000</b>	<b>45,000</b>	<b>60,000</b>	<b>65,000</b>
<b>Grants</b>				<b>20,000</b>	<b>20,000</b>
<b>Total Revenue</b>	<b>28,000</b>	<b>40,000</b>	<b>45,000</b>	<b>80,000</b>	<b>85,000</b>
<b>Expense</b>					
<b>Processing</b>	<b>26,000</b>	<b>35,000</b>	<b>40,000</b>	<b>45,000</b>	<b>50,000</b>
<b>Hotline</b>	<b>1,500</b>	<b>1,500</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Insurance</b>	<b>1,400</b>	<b>1,400</b>	<b>1,500</b>	<b>1,500</b>	<b>1,500</b>
<b>Printing &amp; Mailing</b>	<b>1,100</b>	<b>1,100</b>	<b>2,500</b>	<b>2,500</b>	<b>2,500</b>
<b>Web site</b>	<b>450</b>	<b>450</b>	<b>500</b>	<b>500</b>	<b>500</b>
<b>Salaries &amp; Benefits</b>				<b>20,000</b>	<b>20,000</b>
<b>Office overhead (phones, utilities, etc.)</b>				<b>3,000</b>	<b>3,000</b>
<b>Total Expense</b>	<b>30,450</b>	<b>39,450</b>	<b>44,500</b>	<b>72,500</b>	<b>77,500</b>

\* assumes license donation available for hunting season 2005

## Management Summary

### Management

The management team of MSAH is made up exclusively of a volunteer Board of Directors, which is responsible for all aspects of planning and operations. Board members include representatives of sponsoring organizations from across the State of Michigan. The founding sponsor organizations, which are also the currently represented organizations are: Safari Club International, Michigan United Conservation Club, Michigan Bow Hunters Association, Ted Nugent United Sportsmen of America, United Methodist Men's Club, the Michigan Department of Natural Resources, and the Food Bank Council of Michigan.

### Personnel Plan:

As operational needs require and resources permit, the gradual development of small paid staff is envisioned.

Projected staffing growth:

<u>Phase</u>	<u>Year</u>	<u>Staff and Duties</u>
I	2006	1 part-time – All duties delegated
II	2007	1 full-time – All duties delegated
III	2008	1 full-time – Program development and capacity building 1 part-time – Administrative support
IV	2010	2 full-time – Program development and capacity building (regional) 1 part-time – Administrative support